



MARKETING PLAN





Welcome to essens

ESSENS was founded in 2011 and gained its respect and recognition by introducing exclusive perfumes, of the highest possible quality to the market. Soon after, the first products in the area of special nutrition and food supplements were introduced. We continue to widen our range of products and the number of our members is increasing year by year. This ensures that we influence the market of a variety of countries and bring invaluable benefit to millions of satisfied customers.

At the beginning of 2016, we opened our brand new, modern ESSENS headquarters in Brno, which highlighted us among the most prosperous companies in the field. Each one of our members who visits us feels comfortable and knows that we are here exclusively for them.

ESSENS offers much more than it seems at first glance. It is a unique opportunity to improve your quality of life and your financial situation. The different benefits and ways of working make sure that you achieve your personal goals because you can:



Buy the products:

All products for discounted prices with additional discount up to 50 %. Treat yourself and your family with premium products for everyday use.



Sell the products:

Offer our products to your family and friends and earn from retail profit and commissions.



Build a team:

Enjoy all the benefits from our Marketing Plan to build a career that you will love, and you will gain time and financial independence.

ESSENS Marketing plan is based on 4 plans with monthly and annual qualification periods

- I. Plan – paid out monthly, 28% from the turnover of your structure
- II. Plan – paid out monthly, 5% from ESSENS global turnover
- III. Plan – paid out annually, 1% from ESSENS global turnover
- IV. Plan – paid out monthly, 6% from the turnover of your structure

Don't underestimate the power of the 1st Marketing Plan as it is the foundation of your business. It is a fact that a lot of members receive thousands of euros per month, just from this plan alone.

The Marketing Plan is simple, balanced, fair and is based on points that each product has been defined with. Here are a few examples, all products and the respective points can be found in the Pricelist:



7 points



11 points



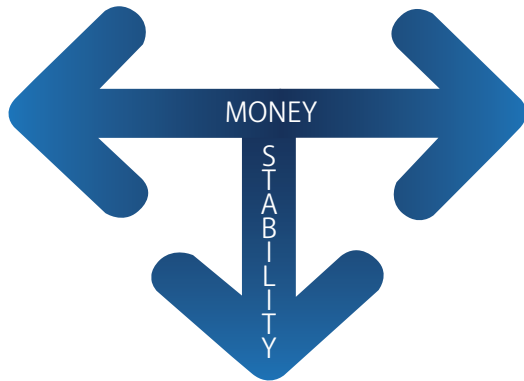
10 points



18 points



6 points

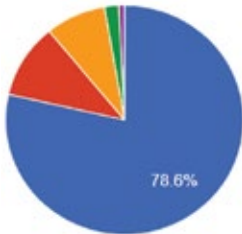


The Marketing Plan is designed so that width brings money and depth brings stability.

Always remember this rule when building your ESSENS business to ensure you use the Marketing Plan to its full potential.

Two examples to demonstrate this:

1. A team with small width, where almost 80% is coming from just one line:



Personal points	Group points	Position	Commission
115.50 p	8, 636.50 p	20 %	287.65 EUR

2. A team with good width and a well designed structure:



Personal points	Group points	Position	Commission
247.00 p	7, 154.00 p	20 %	1, 173.33 EUR

All of your personal contacts should be registered as your first line, never register them under other members. To build with depth means you must support your most ambitious members and help them to achieve their goals. Never stop building your first lines.

Our recommendation for your perfect start

ESSENS registration is quick and easy. Along with it you get free:

- A unique membership number and access to member's and loyalty prices
- Access to ESSENS Travel portal
- Access to myESSENS smartphone app
- Your own myESHOP online store
- Access to educational materials (videos, articles, etc.)

ESSENS is a business with great freedom and there are plenty of ways to succeed. The basis of success is always an in depth knowledge of our products.

Whether you want to sell products or build a team, the best way to get started is to use one of the following packs that include the most popular ESSENS products at a discounted price:

BASIC PACK	BUSINESS PACK	ELITE PACK
 <p>100 p -30 %</p> <p>220,40 € → 150 €</p>	 <p>200 p -40 %</p> <p>440,20 € → 270 €</p>	 <p>400 p -50 %</p> <p>1 106,20 € → 560 €</p>

1st plan

Allocated up to 28% from the turnover of your structure

All points from your personal orders and from the orders of your whole team are collected from the first day of the month, until the last. Depending on your total points, you will reach a respective position.

Your commissions can be collected in your E-wallet. You can decide whether to transfer them to a bank account or use them as a discount for future purchases. Commissions will be paid up until the 20th day of the following month.

A minimum of 20 personal points in a given month are required to qualify for the commission from the 1st plan.



100 points



400 points



1 200 points



2 400 points



1st key position



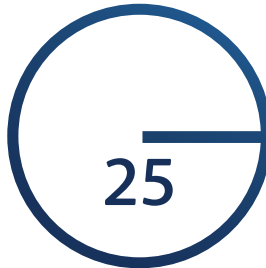
4 000 points

essens
anniversary

+



2nd key position

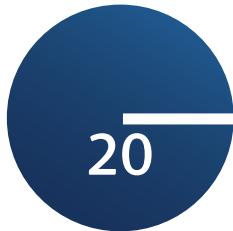


10 000 points

28 % Silver Manager



15 000 points



6 000 points

Average monthly commission
on different positions.

28 %	=	2 500 €
25 %	=	1 000 €
20 %	=	750 €
17 %	=	500 €
12 %	=	250 €
9 %	=	120 €
6 %	=	50 €
3 %	=	10 €

20 points is just the minimum requirement. However you are only able to recommend the products when using them regularly.

Have you decided to build up a team? CONGRATULATIONS!

The decision to build up a team ensures that you will enjoy all the benefits from our Marketing Plan, it will help you to reach the higher positions quicker and you will make your business more stable. Make sure that you help your team members to reach their goals, always be honest and you will be surprised what will happen.

Reaching higher positions means:

for those, who BUY:

bigger discount for personal purchases (member's or loyalty price - commissions - promo prices)

for those, who SELL:

more profit by selling the products (Up to 50% retail profit + commission)

for those, who want to BUILD

A TEAM: bigger % differences between you and your lines

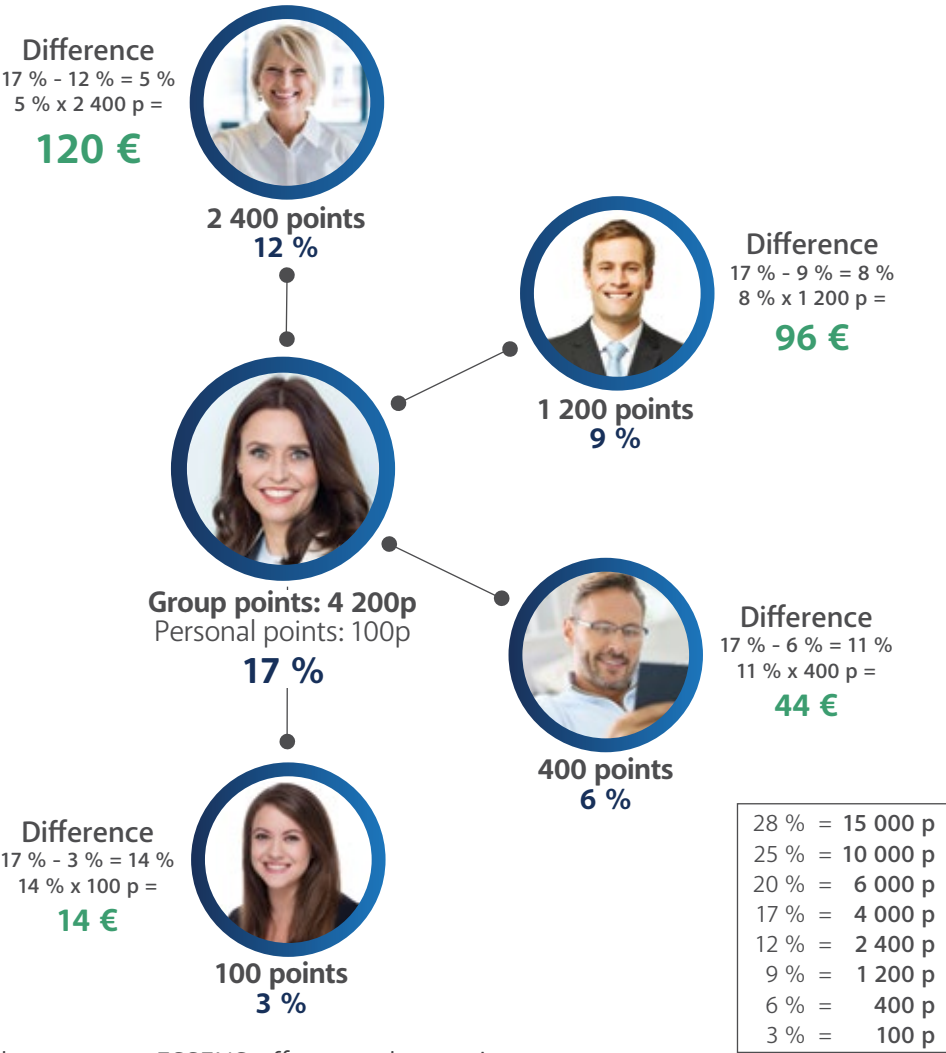
The ESSENS opportunity is fit for everyone. Whatever you want to do, buying, selling or building, you are in the right place.

At your business meetings, we recommend to use the official Business Presentation. It is a simple tool which is easy for your members to duplicate and will give your business presentation clear flow and direction.



Help your members to become successful and you will also become more successful.

Your first goal should be to reach the 1st key position, that is 17%. Register 10 to 15 first lines and support them to reach their goals in selling and building their own teams. On the 17% position, you should be already expecting monthly commision between 300 € and 650 €.



But it is not just about the money - ESSENS offers much more!

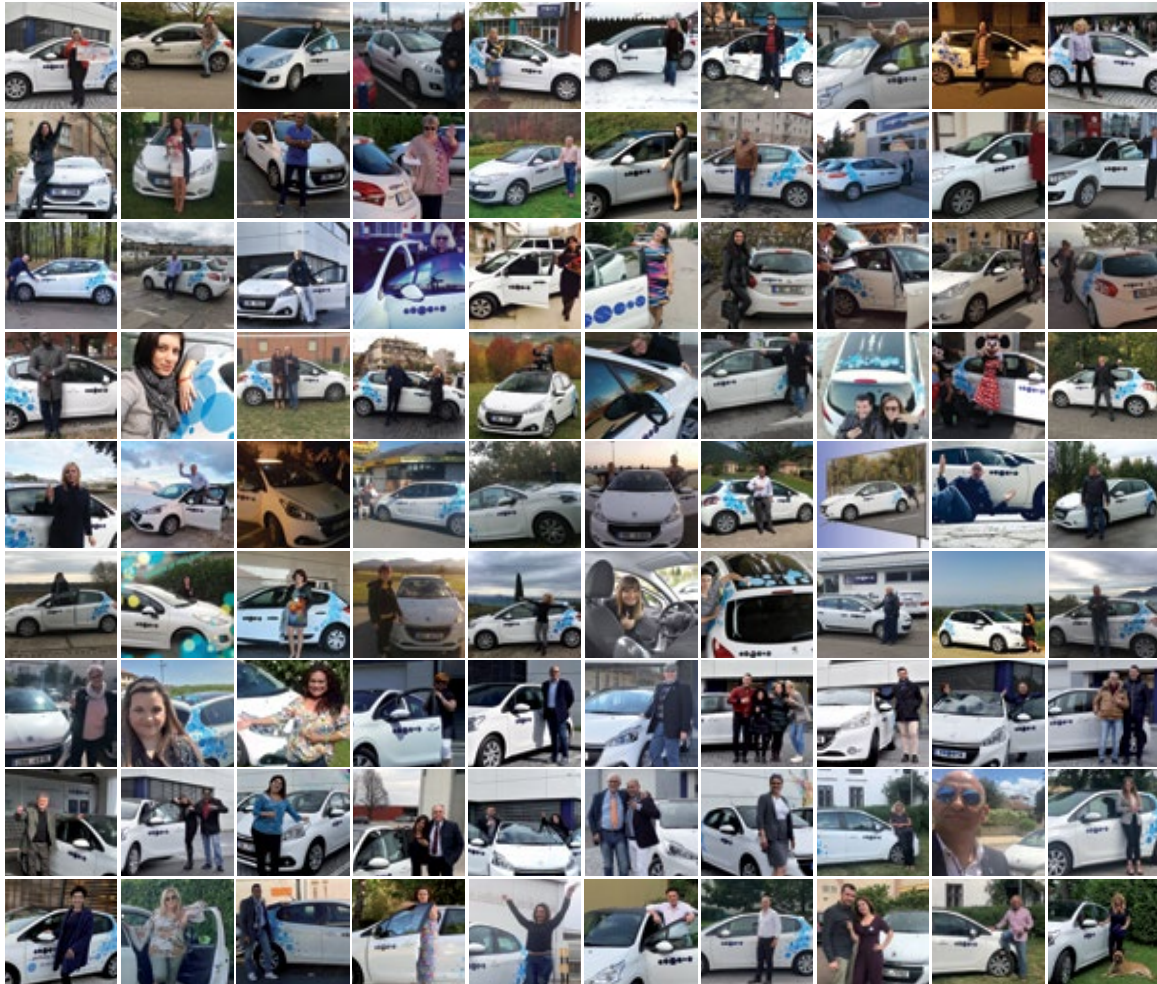
17% position and its benefits

Enjoy the luxury of a 5-star ultra all inclusive hotel for free for 7 days and discover the production process of aromatic essences in SELUZ in Istanbul.



Qualify for a dream holiday by reaching a minimum of 4 000 points at least three times between October and February with a minimum commission of 300 € and maintain your qualification until departure.

Become one of the proud drivers of the Peugeot 208.



Apply for your Peugeot 208 after reaching 4 000 points for any 2 consecutive months with a minimum commission of 300 €.

25% position and its benefits

Take part in the Anniversary, an exclusive 3-day birthday celebration that takes place every year in the most exciting European and world cities.



Qualify for the Anniversary by reaching a minimum of 10 000 points in June, July and August with a minimum commission of 1 200 €.

Become also one of the drivers of the BMW 320d xDrive Touring M Sport.



Apply for your BMW 320d after reaching 10 000 points for any 2 consecutive months with a minimum commission of 1 200 €.

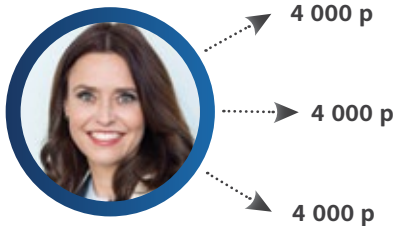
2nd plan

Help others to achieve their goals and dreams and you will achieve yours!

This is an exact description of what you have to do. When you reach the 1st or 2nd key position, you already know how everything works and you are able to support members from your team to reach it for themselves. The 2nd plan within our industry rewards you for this support in a really unique way such as you benefit from ESSENS global turnover!

Support your structure, so at least 3 lines would reach the position of 17% and you will become a Gold Manager!

Gold Manager



3 × 4 000 p. lines with national or international turnover share of 2% from ESSENS turnover (coefficient 1.0)

+

Each next qualifying line of 4 000 points receives an increase by a coefficient of 0.5

Example: $2\,500\,000 \times 2\% = 50\,000 \text{ €}$

$50\,000 \text{ €} : 80 \text{ (total amount of coefficients)} = 625 \text{ €}$



As a Gold Manager, you should be expecting commission between 2 500 - 4 000 € per month. Don't focus on just 3 lines, you will need 10-15 first lines to enable you to find 3 serious members who want to reach 17%.

Do you remember? THE WIDTH BRINGS MONEY!

This is also valid when you reach higher positions in our Marketing Plan. The minimum requirement to become Gold Manager is to build up 3 x 17% lines. The coefficient for the share of the global turnover in that case is 1.

Each new 17% line increases your coefficient by 0.5. Take a look at what this can mean for your commission:

Example with 4 x 17% lines



$4 \times 17\% \Rightarrow \text{coefficient } 1.5$

$1.5 \times 625 \text{ €} = 937.50 \text{ €}$

+50% Gold Manager Bonus for just 1 additional 17 % line!

Example with 8 x 17% lines



$8 \times 17\% \Rightarrow \text{coefficient } 3.5$

$3.5 \times 625 \text{ €} = 2\,187.50 \text{ €}$

+250% Gold Manager Bonus for 5 additional 17 % lines!

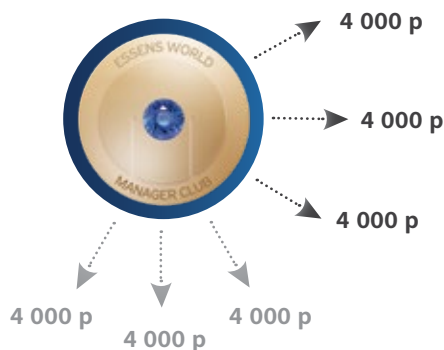
2nd plan

Allocated 5% from ESSENS turnover

As with other positions, building into the width works in the same way. The following overview helps you to get your first orientation. For more questions please contact your upline sponsor.

A minimum of 100 personal points in a given month are required to qualify for the commission from the 2nd plan.

Gold Manager

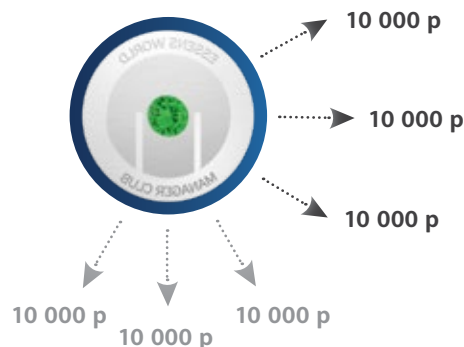


3 × 4 000 p. lines with national or international turnover share of 2% from ESSENS turnover (coefficient 1.0)

+

Each next qualifying line of 4 000 points receives an increase by a coefficient of 0.5

Platinum Manager

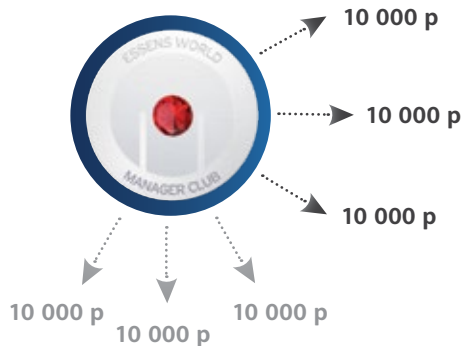


3 × 10 000 p. lines with national or international turnover share of 1% from ESSENS turnover (coefficient 1.0)

+

Each next qualifying line of 10 000 points receives an increase by a coefficient of 0.5

Platinum International Manager

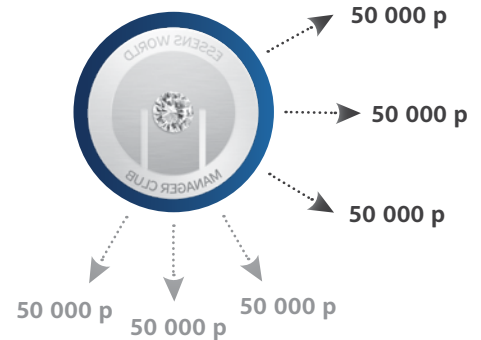


3 × 10 000 p. lines with international turnover share of 1% from ESSENS turnover (coefficient 1.0)

+

Each next qualifying line of 10 000 points receives an increase by a coefficient of 0.5

Platinum Executive Manager



3 × 50 000 p. lines with national or international turnover share of 1% from ESSENS turnover (coefficient 1.0)

+

Each next qualifying line of 50 000 points receives an increase by a coefficient of 0.5

Now you know how 2nd plan works. Just continue to regularly support your team and you will reach the highest positions of the Marketing Plan.

If you reach higher positions, you always also keep bonuses from the lower positions (for example Platinum Manager will also receive a bonus of Gold Manager).

3rd plan

Allocated 1% of ESSENS turnover

If you follow the recommendations, you will build up a stable team and you will be rewarded by the 3rd plan. The annual bonus is paid out up until the 31th January of the following year.

A minimum of 100 personal points in every calendar month of the respective calendar year is required to qualify for the 3rd plan.

Double Platinum Manager



9 × per calendar year retain status of Platinum Manager

share of 1 % from ESSENS turnover for calendar year
(coefficient 2.0)

Double Gold Manager



9 × per calendar year retain status of Gold Manager

share of 1 % from ESSENS turnover for calendar year
(coefficient 1.0)

Double Platinum Executive Manager



9 × per calendar year retain status of Platinum Executive Manager

share of 1 % from ESSENS turnover for calendar year (coefficient 3.0)

Double Platinum International Manager



9 × per calendar year retain status of Platinum International Manager

share of 1 % from ESSENS turnover for calendar year (coefficient 2.0)

Constant and loyal work pays off.

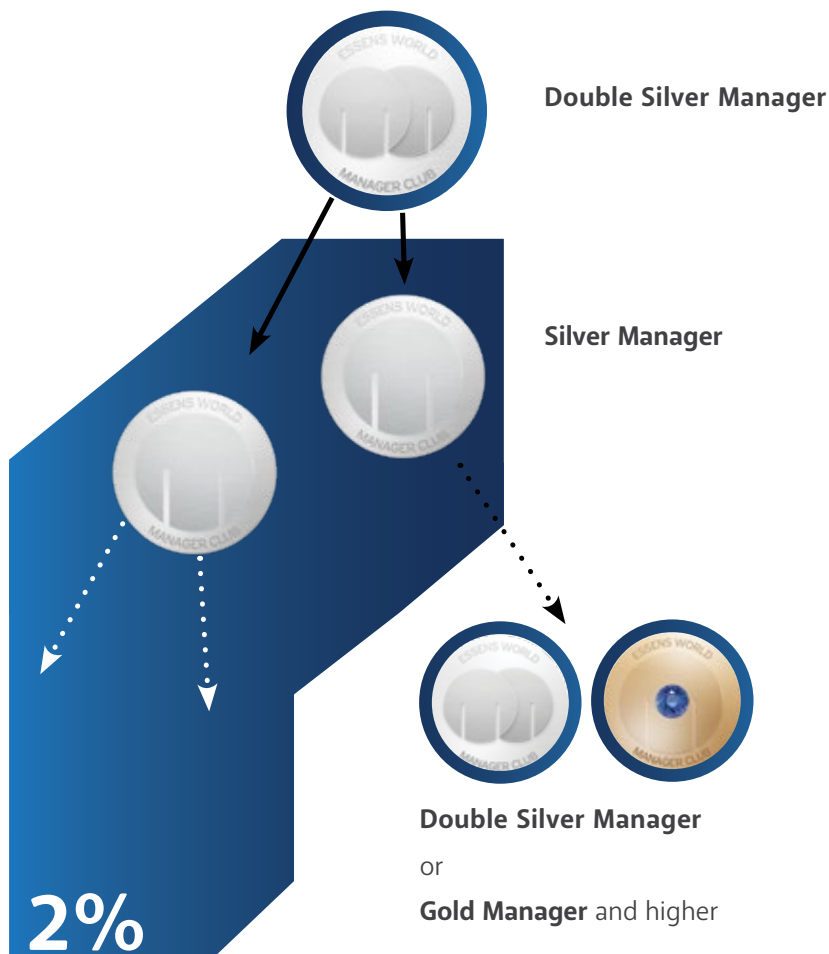
4th plan

Allocated up to 6% from the turnover of your downlines

4th plan rewards you for building a structure into the depth and supporting your members to achieve the positions of Silver Manager and higher.

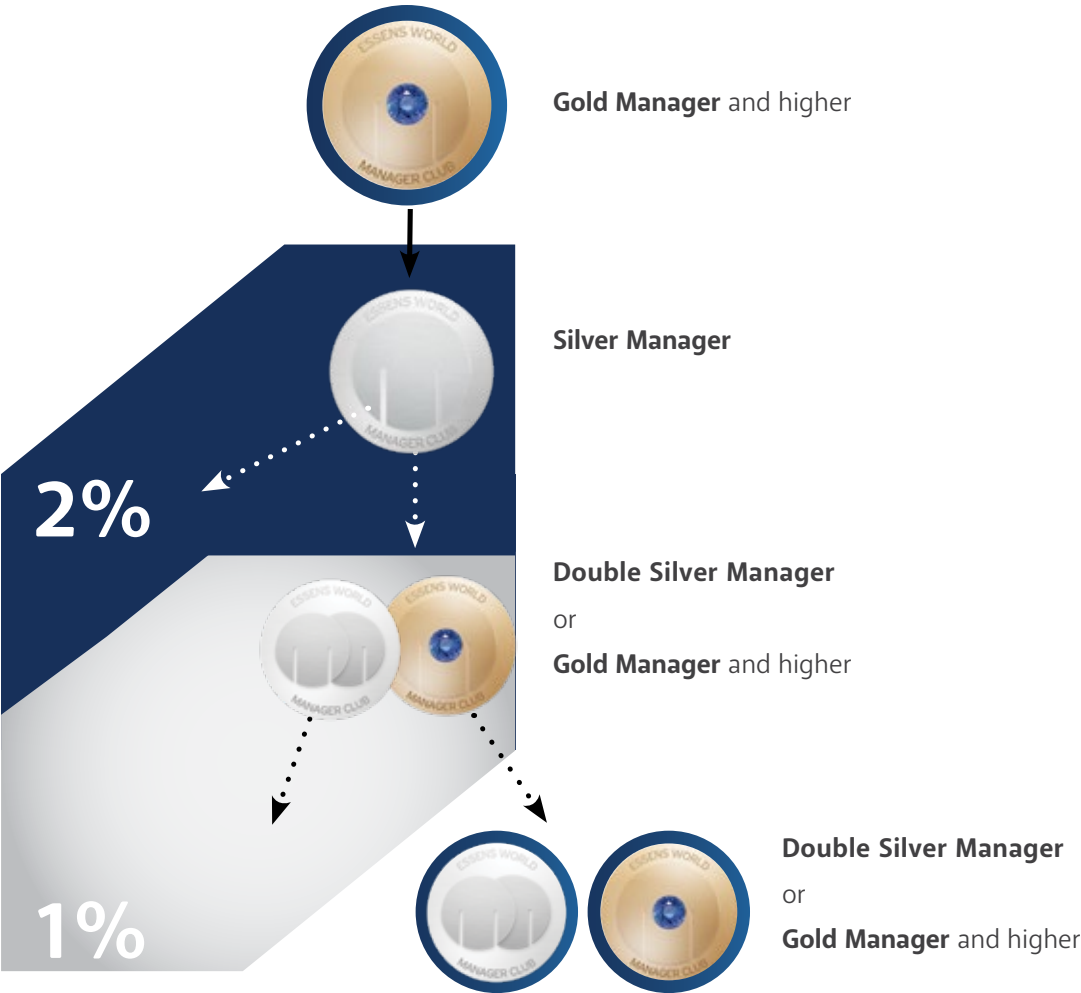
A minimum of 100 personal points in a given month is required to qualify for the commission from the 4th plan.

Double Silver Manager receives 2% from the turnover of his two structures that will reach position of Silver Manager, down to the next Double Silver Manager or Gold Manager and higher.



Gold Manager receives 2% from the turnover of his Silver Manager lines down to the next Double Silver Manager or Gold Manager and higher.

On top of this, 1% is paid out from the turnover of that Double Silver Manager or Gold Manager and higher down to the next Double Silver Manager or Gold Manager and higher.



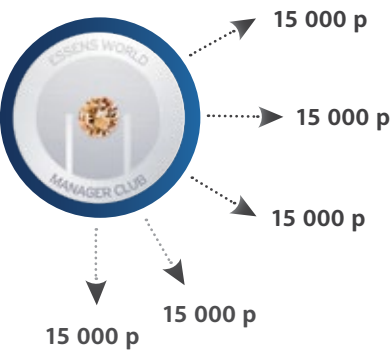
Diamond Manager

With the beginning of 2020, we are introducing a brand-new Diamond Manager position and expanding the 4th plan by another 3% that we pay out from the turnover of your structures. Achieving this position is real proof of excellent leadership and the ability to build strong teams both in depth and in width.

Diamond Manager will receive 1% from the turnover of its entire structure, if at least 5 lines are built, that reach at least 15.000 points (Silver Manager).

1% is calculated not only from qualified lines, but from the turnover of the whole structure. In case of anywhere in the depth another Diamond Manager will qualify, the turnover of this structure is not included in the commission calculation.

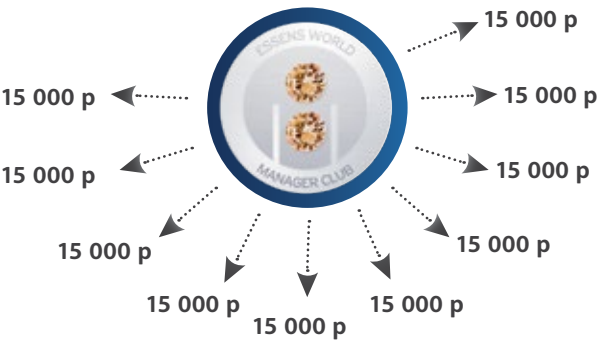
Diamond Manager



5 x 15 000 p with national or international turnover

1 % from the turnover of the structure

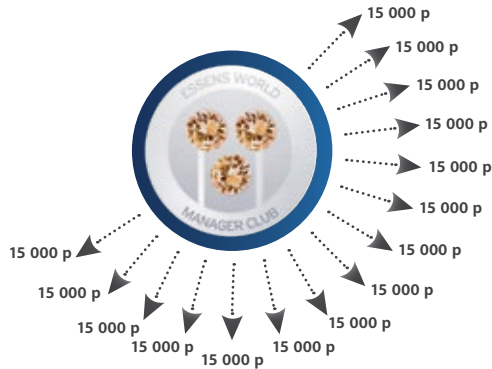
Double Diamond Manager



10 x 15 000 p with national or international turnover

2 % from the turnover of the structure

Triple Diamond Manager



15 x 15 000 p with national or international turnover
3 % from the turnover of the structure



Leaders on the position of Diamond Manager with a minimum monthly turnover of 1 000 000 points in 2 consecutive months will have the unique opportunity to apply for the exclusive car programme ESSENS Rolls-Royce and get a brand new Rolls-Royce Wraith. The journey towards this luxury car has never been easier.





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